



NEWS FROM THE ALCOHOL LABELING & FORMULATION BRANCH

June 21, 2000

Sample Bottles Submitted with Label/Bottle Applications

You are required to submit a filled representative sample bottle along with your label application if you are seeking label approval for a product that has the label etched, painted or embossed directly on the container or for a product with a clear or acetate label. You must also attach a facsimile of the label to the bottom of the application. We require a filled bottle so that we can determine if the label is legible and contrasting against the background of the contents of the bottle. Applications for Distinctive Liquor Bottles must also include a sample bottle. We may also ask for sample bottles in other situations where we feel it is necessary to actually see how the label and container will appear. IN THE FUTURE, DUE TO SPACE CONSTRAINTS WITHIN OUR OFFICE, SAMPLE BOTTLES THAT ARE SUBMITTED WITH APPLICATIONS WILL BE DISCARDED UNLESS THE APPLICANT SPECIFICALLY REQUESTS THAT THE BOTTLE BE RETURNED. If you have any questions about this, please call our Customer Service Team at (202) 927-8140 or e-mail us at alfb@atfhq.atf.treas.gov.